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**PATENT**  
**8552**

Docket No: 9116-645

**CERTIFICATE OF MAILING**

I hereby certify that this paper is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, DC 20231 on 1-14-2002.

Lynne W. Moore  
Lynne W. Moore

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**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**

Applicants: HUGHES, Larry J., et al.

Serial No.: 09/874,853

Group Art Unit:

Filed: June 5, 2001

Examiner:

**RECEIVED**

**FEB 20 2002**

**Technology Center 2100**

For: **IN-CHANNEL MARKETING AND PRODUCT TESTING SYSTEM**

**INFORMATION DISCLOSURE STATEMENT**

Assistant Commissioner for Patents  
Washington, DC 20231

Dear Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98 Applicant herewith submits certain patent references which the Patent & Trademark Office may wish to consider in examining the above-identified application. The references are listed on the attached Form PTO-1449.

Copies of the listed references are also provided. No representation is made or intended that a prior art search has been made or that no better art than that listed is available.

Please charge any fees required, or credit any overpayment, to Deposit Account No. 04-1133.

Respectfully submitted,

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**SERIAL NO. 09/874,853**

**GROUP**

[illegible][illegible]

ba	Communications of the ACM - "Electronic Shopping"; Gerald L. Lohse and Peter Spiller; July 1998/Vol. 41. No. 7, pp. 81-88.
bb	"Quantifying the Effect of User Interface Design Features on Cyberstore Traffic and Sales"; Gerald L. Lohse and Peter Spiller; CHI 98 18-23; April 1998, pp. 211-218.
bc	Shopper's Eye: "Using Location-based Filtering for a Shopping Agent in the Physical World"; Andrew E. Fano; 1998, pp. 416-421.
bd	"Opportunistic Exploration of Large Consumer Product Spaces"; Doug Bryan and Anatole Gershman; 1999 ACM, pp. 41-47.

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**EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and no considered. Include copy of this form with next communication to applicant.